

**MINUTES OF THE JANUARY 23, 2013, MEETING
OF THE COMMITTEE OF THE WHOLE
OF THE GOVERNING BOARD OF THE
ILLINOIS HEALTH INFORMATION EXCHANGE AUTHORITY**

The Board of Directors (the “Board”) of the Illinois Health Information Exchange Authority (“Authority”), meeting as a Committee of the Whole (“Committee”) pursuant to notice duly given, held a meeting at 10:30 a.m. on January 23, 2013, at the State of Illinois James R. Thompson Center, 100 W. Randolph Street, Chicago, IL 60601.

<u>Appointed Members Present:</u> 1. Dr. Bechara Choucair 2. Mr. David Holland 3. Dr. William Kobler 4. Mr. Mark Neaman 5. Dr. Nancy Newby 6. Dr. Nicholas Panomitros 7. Mr. Raul Recarey 8. Dr. Bruce Wellman 9. Dr. Cheryl Whitaker	<u>Ex-Officio Members Present:</u> 1. DOI – Ms. Colleen Burns 2. DPH – Mr. David Carvalho 3. DHS – Ms. Susan Locke 4. HFS – Director Julie Hamos 5. OOG – Ms. Laura Zaremba
<u>OHIT Staff Present:</u> Mark Chudzinski; Dia Cirillo; Diego Estrella; Danny Kopelson; Mary McGinnis; Sanjay Patel; Daniel Procyk; Cory Verblen	<u>Invited Guest:</u> Micky Tripathi

Item 1: Call to Order and Roll Call

Dr. Cheryl Whitaker welcomed the appointed and ex-officio members of the Illinois Health Information Exchange Authority. Mr. Chudzinski, Secretary to the Board, confirmed the presence of the Members of the Authority Board noted above. Dr. Whitaker noted that today’s meeting of the Committee of the Whole was informational, and that the Board would not be making any decisions on any matters scheduled to be discussed and voted upon later that day.

Item 2: Presentation on ILHIE Business Planning

Mr. Micky Tripathi, a nationally-recognized authority in health information exchange providing his expertise to ILHIE pursuant to OHIT’s engagement with the ILHIE’s technology vendor InterSystems Corporation, reported to the Board his findings from a review of ILHIE’s strategies addressing its business plans, marketing, communications, financial modeling, and infrastructure deployment.

ILHIE’s business plan should include:

- Executive Summary
- Business description – ILHIE Authority overview, vision and mission, core principles, strengths and core competencies, challenges

- Services description – Services description, competitive comparison, technology, future services
- Market analysis – HIE market landscape, customer analysis, competitor analysis, target market segment strategy
- Strategy and implementation – Value proposition, marketing strategy, sales strategy, strategic alliance and partnerships, implementation timelines and milestones
- Organization and management – Transition from OHIT, personnel plan
- Financial Plan – Revenues and sources, cost estimation, baseline projection and scenarios

ILHIE's Vision-Strategy-Organization should include:

- Vision – the delineation and articulation of Vision and Mission: what ILHIE wants to do and why.
- Strategy – is comprised of customer analysis, competitive analysis, and value proposition development: how ILHIE will operate, who the participants will be, and how ILHIE can excel.
- Organization – has elements of the financial model, product/service offerings and phasing, technology management and phasing, organization development, and marketing and communications: how ILHIE will excel in the strategy, who will make it excel, and at what time will it excel.

All elements of demand, policy, technology, and market substitutes must be packaged in a feasible manner. They may require segmenting core services into service bundles to allow for a more targeted marketing strategy. ILHIE Direct, ILHIE Enterprise Direct, and ILHIE Exchange are all ILHIE service bundles that need to be targeted for the specific markets in need of these specific services. Bundling services will not only allow ILHIE to target specific markets, but also refine pricing and marketing strategies.

Overall, the ILHIE is able to differentiate itself from its competitors because of its strong statutory foundation that will allow durability over time. It enables functions for Medicaid that will create key infrastructure to help providers execute future value-based purchasing and care coordination mandates. Sustainability will also be relied upon by State resources to pay for a large share of ongoing costs for ILHIE operations, which provides a stable source of revenue and lowers the price to private participants.

The next steps in developing the ILHIE business plan are: to define a broad and deep strategy; identify key customer segments and associated service bundle pricing; launch focused sales and marketing campaigns for these bundles; finalize the delineation of OHIT and ILHIE Authority responsibilities; and bolster, orchestrate, and highlight policy levers for ILHIE enablement.

Item 3: Resolution 2013-01: Approval of ILHIE Staffing Model

Mr. Recarey presented a summary of the proposed ILHIE staffing model, noting division of labor and new project management positions. The proposed budget will be divided into three areas: 1) Permanent Staff, 2) Variable Contract – Contracting with outside organizations to promote flexibility, and 3) Fixed Contract Roles. A project management position is being developed with one project manager as lead and an option to expand to up to four additional

project managers as needed. A proposed budget with better financial estimates will be developed in the next few months; this budget will reflect the flexibility needed to accommodate future increases in on-boarding activity.

Item 4: Resolution 2013-02: Resolution Regarding Staff Benefit Plans

Mr. Chudzinski presented an overview of a resolution pursuant to which the Executive Director would be authorized to enter into contract negotiations on behalf of the Authority with third party vendors of staff benefit services, with contract execution subject to prior consultation with the Board's Chair and with subsequent approval or ratification by the Board.

Item 5: Public Comment

There were no public comments offered.

Item 6: Adjournment

The meeting was adjourned at 12:00 PM.

Minutes submitted by:

Mark Chudzinski, Secretary